

1 1. (Twice Amended) An apparatus for provisioning real estate information pages,
2 comprising:
3 a storage device having stored therein a plurality of executable instructions[; and
4 a processor, coupled to the storage device, to execute the plurality of instructions to]
5 that implements an information server [which, upon] for receiving a [request] a uniform
6 resource locator (URL) including a server name followed by a real estate identifier [for]
7 identifying an [associated] information page associated with a real estate, and in response,
8 determining if the identified real estate information page exists, [constructs and issues]
9 constructing and issuing one or more queries including the real estate identifier to retrieve
10 information corresponding to the identified real estate [received real estate identifier] and
11 dynamically [generates] generating instructions to create the [requested] identified real estate
12 information page for provision to a [requesting] client if the [requested] identified real estate
13 information page [does] is determined to be not exist; and
14 a processor coupled to the storage device to execute the stored instructions.

1 2. (Twice Amended) The apparatus of claim 1, wherein if the [requested] identified real
2 estate information page [does] determines to exist, the information server provisions the
3 [requested] identified real estate information page to the [requesting] client.

1 3. Cancelled.

1 4. (Unchanged, Once Amended Before) The apparatus of claim 1, wherein the real estate
2 identifier is a multiple listing service (MLS) identifier.

1 5. Cancelled.

1 6. Cancelled.

5/2 Sub C2 7. (Twice Amended) The ~~[processor]~~ apparatus of claim 1, wherein the [received request
further includes] the real estate identifier has a marketing code appended thereto, identifying
3 a marketing source.

1 8. Cancelled

1 9. (Once Amended) The apparatus of claim ~~7~~, wherein the information server further includes
2 a statistics function to compile and maintain statistics using the marketing code appended to
3 the real estate identifier of the received URL [requests].

3 10. (Once Amended) The apparatus of claim ~~9~~, wherein the information server further
2 includes a report function, which periodically[, automatically] compiles and generates a
3 marketing report based, at least in part, on the compiled marketing statistics. _

1 11. (Once Amended) The apparatus of claim ~~9~~, wherein the information server further
2 includes a report function, which [on demand, automatically] compiles and generates, on
3 demand, a marketing report based, at least in part, on the compiled marketing statistics. _

5/2 Sub C3 12. (Twice Amended) A method for [managing information delivery] provisioning real estate
2 information pages, the method comprising:

3 receiving from a client a [request for] uniform resource locator (URL) including a
4 server name followed by a real estate identifier identifying an information page associated
5 with [from a client including] a real estate [identifier for an associated information page];
6 determining whether the [requested] identified real estate information page exists; and
7 [automatically] constructing and issuing one or more queries including the real estate
8 identifier to retrieve information corresponding to the identified real estate [identifier from
9 accessible resources,] dynamically generating instructions to create the real estate
10 information page if the real estate information page [does] is determined to be not exist.

1 13. Cancelled.

1 14. (Unchanged, Once Amended Before) The method of claim 12, wherein the real estate
2 identifier is a multiple listing service.(MLS) identifier.

1 15. (Once Amended) The method of claim 12, further comprising provisioning the identified
2 real estate information page [requested page/directory] to the [requesting] client if the
3 identified real estate information page[/directory does] is determined to exist[s].

1 16. Cancelled.

1 17. Cancelled.

1 18. (Twice Amended) The method of claim 12, wherein the [received request includes] real
2 estate identifier has a marketing code appended thereto, identifying a marketing source.

1 19. (Once Amended) The method of claim 18, further comprising:
2 compiling and maintaining a history of received marketing codes; and

3 calculating statistical [reports of] for the received marketing codes.

1 20. (Once Amended) The method of claim 19, further comprising periodically[,
2 automatically] compiling and generating a statistical report depicting marketing effectiveness,
3 based at least in part, on the calculated statistical [reports] of the received marketing codes.

1 21. (Twice Amended) An article of manufacture comprising:

2 a recordable [storage] medium having [stored therein] recorded thereon a plurality of
3 machine executable instructions [which, when executed,] implementing an information
4 server having a plurality of functions for provisioning real estate information pages, the
5 functions including a function to receive a uniform resource locator having a server name
6 followed by a real estate identifier identifying an information page associated with a real
7 estate, determining if the real estate information page exists, [construct and issue]
8 constructing and issuing queries to retrieve information associated with the identified real
9 estate [from accessible resources in response to a received request including a real estate
10 identifier for an information page,] and to dynamically generate instructions to create the
11 [requested] identified real estate information page for provision to a [requesting] client if the
12 real estate information page [does] is determined to be not exist.

1 22. (Twice Amended) The [storage medium] article of claim 21, wherein [further comprising
2 a] the function [to] provisions the [requested] real estate information page to the [requesting]
3 client if the real estate information page [does] is determined to exist.

1 23. Cancelled.